

AMENDMENT OF THE CLAIMS:

Please delete the previous Title to Invention as follows:

~~INTERNET BASED BRAND MANAGEMENT AND MARKETING COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING AND REMOTELY PROGRAMMING BRAND BUILDING SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND MARKETERS AND CONSUMERS USING THE SAME~~

and add the new Title of Invention as follows:

--INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION NETWORK ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES---

approved for
entry
8/8/2008
jdc